OBJECTIVE:
Having effectively and efficiently edited: Life, Purpose, and Vision: A Fiftieth Anniversary History of the Texas Tech University Health Sciences Center, this poster reveals the activities and actions necessary to create a coffee-table book for a special institutional occasion.

METHODS:
What are the necessary steps, skills and tools needed to produce a book of this style? Who are the contacts that must be included? How to talk with your publisher? What questions do you need to ask? How to meet deadlines to finish on time? How to deal with crises? How to deal with political issues?

RESULTS:
Our two-year project ended recently with delivery of the book just in time for a gala celebration. The steps presented will assist others in the production of successfully publishing a celebratory book.

CONCLUSIONS:
A celebratory institutional book is truly an interprofessional collaborative project. It certainly “takes a village” to produce such an important work for one’s institution. Librarians have the necessary skill set to guide such a project from idea to published book.

PURPOSE:
Celebrate 50th Anniversary of TTUHSC

AUDIENCE:
Major Donors, Faculty, Staff, Students, Alumni, Legislatures other Medical Schools

SUPPORT:
President and Provost • Financial • Patronage

PUBLISHER:
TTU Press — University Press eager to publish

DEADLINE:
Two years—Book needed for Celebratory Gala

TEXT AND IMAGES:
Historical and PR type material gathered for:

- 5-Schools • 7-Institutes • 18-Centers
- 20-School of Medicine Departments
- 5-Regional Sites
To be organized into book chapters — blending old and new information.

- “Point person” per area as contact resource
- Public Relations-like text, 1,000 words max

ART LOG:
Each image is coded per chapter:
e.g. 09-07 is ninth chapter, image number 07
Finalized text has image code inserted — to show image placement on page.

SKILLS:
Required: Networking • Institutional Memory • Preferred: Photography • Photoshop • InDesign

CRISES:
• Troubleshooting • Involve administration early

WHAT HELPED MOST!
• Presidential support
• Over 30 years of networking
• Institutional memory • Librarians can organize
• Photographic knowledge • InDesign
• Photoshop • Writers • Oral histories
• TTU Press was highly supportive!

ACKNOWLEDGMENTS & THANK YOU TO:
Over 150 individuals:

- President • Deans • Faculty Members
- Departmental Staff • Retirees • Architects
- Lawyers • Photographers • Facility Planners
- Students • Institutional Development
- Communications and Marketing
- Alumni • Emeriti • IT support